

PHILIP MORRIS U.S.A.
120 PARK AVENUE
NEW YORK, NY 10017 26PM

Western
Union Mailgram



1-202221U269011 09/26/89 ICS NY29620
01011 MLTN VA 09/26/89 JN50494

MIAA

TO OUR DIRECT CUSTOMERS:

IN ORDER TO INSURE HIGH PRODUCT QUALITY, MAINTAIN ADEQUATE INVENTORY LEVELS AT PUBLIC WAREHOUSES AND PROVIDE EQUITABLE SERVICE TO ALL ACCOUNTS, EFFECTIVE WITH SHIPMENTS OF MONDAY, OCTOBER 2, 1989, AND CONTINUING UNTIL FURTHER NOTICE, ORDER QUANTITIES FOR ALL PHILIP MORRIS U.S.A. BRANDS AND PACKINGS WILL BE LIMITED EACH WEEK TO 120% OF AN AVERAGE WEEK'S SHIPMENTS BY BRAND AND PACKING, WITH THE FOLLOWING EXCEPTIONS:

- * ORDER QUANTITIES FOR CAMBRIDGE AND ALPINE WILL BE LIMITED EACH WEEK TO 140% OF AN AVERAGE WEEK'S SHIPMENTS BY BRAND AND PACKING.
- * ORDER QUANTITIES FOR ALL TEST MARKET BRANDS AND PACKINGS, INCLUDING LINE EXTENSIONS OF EXISTING BRAND FAMILIES, WILL BE LIMITED EACH WEEK TO REASONABLE QUANTITIES.
- * ORDER QUANTITIES FOR SUPERSLIMS FROM VIRGINIA SLIMS, RECENTLY INTRODUCED NATIONALLY, WILL BE LIMITED EACH WEEK TO REASONABLE QUANTITIES.

QUANTITIES ORDERED IN EXCESS OF THESE LIMITATIONS BY BRAND AND PACKING WILL BE CUT.

ALL ORDERS RECEIVED FOR SHIPMENT DURING THE WEEK OF OCTOBER 2, 1989 WILL BE INCLUDED IN CALCULATING QUANTITIES SUBJECT TO THESE LIMITATIONS FOR THE WEEK OF OCTOBER 2, 1989.

2060072025

Western
Union Mailgram[®]



WE ARE MAILING TO YOU UNDER SEPARATE COVER A PRINTOUT
DETAILING YOUR MAXIMUM WEEKLY ORDER QUANTITIES BY BRAND AND
PACKING, BASED ON SHIPMENTS TO YOU DURING THE SIX-MONTH
PERIOD MARCH THROUGH AUGUST 1989.

SHOULD YOU NEED ASSISTANCE IN PLACING ORDERS, OR IF YOU WANT
US TO PLACE YOUR ORDER FOR THE FULL QUANTITIES AS SHOWN ON
YOUR PRINTOUT, PLEASE CONTACT OUR CUSTOMER SERVICE
DEPARTMENT IN RICHMOND, VIRGINIA.

THANK YOU FOR YOUR CONTINUED SUPPORT AND COOPERATION.

PHILIP MORRIS U.S.A.

19:37 EST

HGMCOMP

2060072026